



# CONCEPTS OF CULTURE



# OVERVIEW

- **Define culture, subculture, and enculturation**
- **Discuss attributes and non-attributes of culture**
- **Discuss the concept of race and ethnic groups**
- **Discuss the implications of cross-cultural communication**
- **Discuss the pitfalls in cross-cultural interaction**

# CULTURE

## Definition

➤ **The learned and shared behaviors and patterns of a group which have been transmitted from generation to generation through a shared system.**

# SUBCULTURE

## Definition

➤ **A group of people within a larger social s who share cultural and linguistic character which are different enough to distinguish others within the same society.**

# ENCULTURATION

## Definition

➤ **The passing of culture - that is socially acceptable behavior and attitudes - from the older to younger members of a group**

# ATTRIBUTES OF CULTURE

- **Language / symbols**
- **Values**
- **Beliefs**
- **Patterns of thinking**
- **Customary behaviors**

# NON-ATTRIBUTES OF CULTURE

- **Race**
- **Genetic**
- **Ethnicity**

# **IMPLICATIONS OF CROSS-CULTURAL INTERACTION**

- **Language differences**
- **Being blunt**
- **Testing**
- **Customs, observances, and necessities**
- **Supervisor/subordinate relationships**
- **Military justice**
- **Social and support groupings**



# PITFALLS OF CROSS-CULTURAL INTERACTIONS

- **Stereotyping**
- **Assumptions**
- **Differences**



# SUMMARY

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